



KSHB-TV

# ORDER

Print Date 09/19/12 Page 1 of 3

Flight Dates **09/20/12-09/24/12**

Contract / Revision      **311578 /**  
Original Date / Revision  
                                  09/19/12    09/19/12  
Advertiser **Nixon / Democrat / Govern**

Product  
**Governor**  
Agency Com    15%  
Billing Contact  
**1600 Locust Street**  
**Philadelphia, PA 19103**

Agency    **Campaign Group**  
Buying Contact  
**1600 Locust Street**  
**Philadelphia, PA 19103**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref

Order Sep            00:20:00  
Estimate #           **9.20-9.24**  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A35+  
Rev Codes          POL           POL           CAND  
Product Codes    PL  
Priority               P-2  
Advertiser Ref

Primary Account Executive  
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share 15%    Market Value 103166

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	85%	87691
WDAF	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	47	\$13,153.75	\$15,475.00	0.00	08/27/12	09/24/12	47	\$13,153.75	\$15,475.00
<b>Totals</b>	<b>47</b>	<b>\$13,153.75</b>	<b>\$15,475.00</b>	<b>0.00</b>					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	09/20/12	09/24/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	M- TF--	:30	2	\$150.00	P-2	0.00 NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/20/12	09/26/12	M- TF--		2			\$150.00			0.00		
N 2	KSHB	09/20/12	09/24/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	M- TF--	:30	3	\$525.00	P-2	0.00 NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/20/12	09/26/12	M- TF--		3			\$525.00			0.00		
N 3	KSHB	09/20/12	09/24/12	M-F Late News M-F Late News	CM	10-1035p	M- TF--	:30	2	\$700.00	P-2	0.00 NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		09/20/12	09/26/12	M- TF--		2			\$700.00			0.00		



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Contract / Revision **311578** Flight Dates **09/20/12-09/24/12**

Hiatus Dates

Original Date / Revision 09/19/12/ 09/19/12

Order Sep 00:20:00

Advertiser **Nixon / Democrat / Governor** Product **Governor**

Estimate # **9.20-9.24**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	KSHB	09/20/12	09/24/12	Today Show Today Show	CM	7-9a	M- TF- -	:30	3	\$425.00	P-2	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/12	09/26/12	M- TF- -					3	\$425.00		0.00			
N 5	KSHB	09/20/12	09/24/12	Nightly News Nightly News	CM	530-6p	M- TF- -	:30	2	\$1,100.00	P-2	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/12	09/26/12	M- TF- -					2	\$1,100.00		0.00			
N 6	KSHB	09/20/12	09/24/12	M-F 630-7p M-F 630-7p	CM	630-7p	M- TF- -	:30	3	\$750.00	P-2	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/12	09/26/12	M- TF- -					3	\$750.00		0.00			
N 7	KSHB	09/20/12	09/24/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	M- TF- -	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/12	09/26/12	M- TF- -					3	\$200.00		0.00			
N 8	KSHB	09/20/12	09/24/12	Today Show II Today Show II	CM	9-10a	M- TF- -	:30	3	\$175.00	P-2	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/12	09/26/12	M- TF- -					3	\$175.00		0.00			
N 9	KSHB	09/20/12	09/24/12	M-F 10-11a M-F 10-11a	CM	10-11a	M- TF- -	:30	3	\$150.00	P-2	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/12	09/26/12	M- TF- -					3	\$150.00		0.00			
N 10	KSHB	09/20/12	09/24/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M- TF- -	:30	3	\$100.00	P-2	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/12	09/26/12	M- TF- -					3	\$100.00		0.00			
N 11	KSHB	09/20/12	09/24/12	M-F 1-2p M-F 1-2p	CM	1-2p	M- TF- -	:30	3	\$100.00	P-2	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/12	09/26/12	M- TF- -					3	\$100.00		0.00			
N 12	KSHB	09/20/12	09/24/12	M-F 3-4p Jeff Probst show	CM	3-4p	M- TF- -	:30	6	\$150.00	P-2	0.00	NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/12	09/26/12	M- TF- -					6	\$150.00		0.00			
N 13	KSHB	09/20/12	09/24/12	M-F 4-430p Jeopardy	CM	4-430p	M- TF- -	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/12	09/26/12	M- TF- -					3	\$300.00		0.00			
N 14	KSHB	09/20/12	09/24/12	M-F 430-5p Action News @ 430PM	CM	430-5p	M- TF- -	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/12	09/26/12	M- TF- -					3	\$300.00		0.00			
N 15	KSHB	09/20/12	09/24/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	M- TF- -	:30	3	\$325.00	P-2	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/12	09/26/12	M- TF- -					3	\$325.00		0.00			
N 16	KSHB	09/22/12	09/22/12	Sa Late News Late News Sa	CM	10-1030p	- - - - S-	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/20/12	09/26/12	M- TF- -					3	\$325.00		0.00			



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Hiatus Dates

Original Date / Revision   09/19/12/   09/19/12

Order Sep   00:20:00

Advertiser   **Nixon / Democrat / Governor**   Product **Governor**

Estimate #   **9.20-9.24**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 16	KSHB	09/22/12	09/22/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$550.00		0.00			
N 17	KSHB	09/22/12	09/22/12	Sa Today Show Sa Today Show	CM	6-8a	-----S-	:30	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$75.00		0.00			
Totals														47	\$15,475.00